



PRESS RELEASE

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Covered California Recognized For Leadership In Laying Foundation For Expanded Coverage; Receives The First E. Richard Brown Award From Insure The Uninsured Project

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SACRAMENTO, Calif.- Covered California is the recipient of the first ever E. Richard Brown award from the Insure the Uninsured Project (ITUP). The award recognizes a group or individual that has made an exceptional contribution in expanding health care coverage in California. It is named after the founder of UCLA's Center for Health Policy Research, who provided leadership for ITUP and advocates across the state in increasing coverage of California's uninsured.

"This is both humbling and a privilege to be the first to receive the E. Richard Brown Award," said Peter V. Lee, Executive Director of Covered California, noting "we will seek to live up to the values that Rick embodied in his life and service. The award was presented to Lee and Covered California by E. Richard Brown's widow, Marianne Brown.

ITUP's executive director and founder, Lucien Wulsin, a close friend, said "Covered California is exemplary of Rick's passion in life, and is now taking on Rick's role as the leader in transforming health care in California," said Wulsin.

The board of ITUP usually presents multiple awards to people and organizations committed to expanding health care coverage. For 2013, it decided to present only one award, and Wulsin said the board was unanimous in designating Covered California as this year's recipient.

Upon receiving the award, Lee said "Covered California is building on the work of many, like Rick Brown, who have tirelessly pursued developing pathways to health insurance for the under and uninsured, and improving healthcare payment and delivery systems." Enrollment in Covered California begins this fall, with coverage taking affect January of 2014.



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About Covered California

California is the first state to create a health benefit exchange following the passage of federal health care reform. Covered California is charged with creating a new insurance marketplace that allows individuals and small businesses to purchase competitively priced health plans using federal tax subsidies and credits. Coverage starts in 2014.

Covered California is overseen by a five-member board appointed by the Governor and Legislature; the California Health and Human Services Secretary serves as an ex officio voting member and is its current Chair.

For more information on Covered California, please visit www.CoveredCA.com.